

Jordan Avery Smith

January 16, 2026

Acme Corporation

RE: Career Change Vp Product

Dear Hiring Manager,

I am writing to express my enthusiasm for the Vp Product position at Acme Corporation, as advertised on LinkedIn. With a strong background in product management and a passion for innovative solutions, I am excited about the opportunity to leverage my skills in a new and challenging environment. Acme Corporation's commitment to driving technological advancements aligns perfectly with my career aspirations and values.

In my previous role as Senior Product Manager at Tech Innovations Inc., I successfully led a cross-functional team to launch a new software platform that increased customer engagement by 35% within the first six months. This project not only strengthened my leadership and strategic planning abilities but also honed my ability to analyze market trends and translate them into actionable product features. Additionally, I spearheaded a product optimization initiative that reduced customer churn by 20% through targeted user feedback and iterative design enhancements, showcasing my dedication to continuous improvement and customer satisfaction.

I am particularly drawn to Acme Corporation because of its reputation for fostering a culture of innovation and collaboration. I am eager to bring my unique perspective as someone transitioning into this role, combined with my proven track record in product management, to contribute to your team's success. I am confident that my analytical mindset and passion for user-centric design will drive impactful results for your product initiatives.

I would love the opportunity to discuss my vision for how I can contribute to Acme Corporation further. Thank you for considering my application; I look forward to the possibility of collaborating with your talented team in the near future.

Sincerely,

Jordan Avery Smith